FEB 4 1944

FRANCES HUGHES, *Editor*
6 WEST 52nd STREET NEW YORK, N. Y.
ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 4, 1944

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On	WHAT WOMEN WILL WEAR IN WAR OR PEACE	CHICAGO TRIBUNE 5TH ANNUAL FASHION COMPETITION	CHICAGO, ILLINOIS

A total of $5000 in prizes will be given to designers' sketches, indicating what will be the trend in fashions after the war. This 5th Annual Competition by the Chicago Tribune is under the direction of Mrs. Grace Pickering. Entries must be made, not later than May 1, 1944. Address: American Fashions Contest, Chicago Tribune, 435 N. Michigan Ave., Chicago, Illinois.

Now Going On	FREE COURSES IN TEXTILES	WAR TRAINING OFFICE, MANHATTAN COLLEGE	WASHINGTON IRVING HIGH SCHOOL

Sponsored by the U.S. Office of Education. Open to persons employed by companies engaged in war work who wish to improve their skill. The first course classes are given Tues. and Thurs. evenings for 10 weeks; the second course will be given Saturday afternoons for 15 weeks. For further information, contact: AL. 4-3866.

Now Showing Through Feb. 11	PHOTO-ART EXHIBIT: BELGIAN CONGO AT WAR	BIGNOU GALLERY	32 EAST 57TH STREET

Interesting because the Congo is in a state of transition between 2 eras, agricultural and industrial; science and art in the Congo are the developments of new structures rising from ancient foundations. Should be seen as a new dimension emerging from a chaotic past. Auspices, Belgian Information Center.

Just Announced	APPOINTMENT OF RENE d'HARNONCOURT	MUSEUM OF MODERN ART	11 WEST 53RD STREET

The Museum of Modern Art announces the establishment of a new department of Manual Industry with René d'Harnoncourt as its director, to study the contribution of manual industry to the modern world and to assist in its development. This department of Manual Industry will parallel the Museum's department of Industrial Design, established in 1940 to improve mass production. Mr. d'Harnoncourt is renowned as an artist and director of Latin American and Indian Art for the U.S. State Department. Contact: Sarah Newmeyer, CI. 5-8900.

Friday Feb. 4- Feb. 11	EXHIBIT OF AMERICANA DOLLS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Twenty-six character dolls dressed in fashions of American Children, 1775-1932 on display in the Traphagen School Studios prior to a Museum Tour in the South. For information, contact: Dorothy Tyroler, Registrar, CO. 5-2077.

WEEK BEGINNING MONDAY, FEBRUARY 7, 1944

Monday Feb. 7 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR

The annual 2-day Spring Fashion Revue which Bloomingdale's presents for the press on Mon. morning and thereafter repeats 3 times for the public, Mon., 3:30 P.M., Tues., 11:30 A.M. and 2:30 P.M. Publ.: Karen Hollis, VO. 5-5900.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 7 1:00 P.M. Luncheon	NEW SPRING HATS AT LUNCHEON SHOWING	REINE, INC. (4 E. 57 ST.) J.J. RUBEL (666 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
	New uses for veils on hats constitute the theme for Reine's millinery showing. Open to public. Press by invitation. Luncheon from $1.85. Reine Publ.: Viola Sanders, PL. 3-0942. St. Regis Publ.: Mary A. Rice, PL.3-4500.		
Monday Feb. 7 4:30 P.M.	PARTY FOR EDITH HEAD, PARAMOUNT FASHION DESIGNER	PARAMOUNT STUDIOS	SHERRY NETHERLANDS 5TH AVE. AT 59TH ST.
	A small gathering of friends and admirers, by invitation. Contact: Aileen Brenon, BR. 9-8700.		
Monday Feb. 7 6:30 P.M. Dinner	"BACK THE ATTACK" BOND DRIVE	LINGERIE, NEGLIGEE & UNDERWEAR INDUSTRIES	PENNSYLVANIA HOTEL GEORGIAN ROOM
	The permanent War Committee of these 3 industries is staging a fund raising dinner for the 4th War Loan Drive. Industries' members are urged to buy bonds from the committee. For pledges, reservations, telephone: MU. 6-8560.		
Monday Feb. 7	OPENING SUMMER SEASON COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	The FOGA Openings always attract large attendance and stimulate other openings while buyers from all over the country are here. FOGA members who will exhibit are: Hansen Bang, William Bass Dress, Anthony Blotta, Capri Frocks, Carlye Dress, Deitsch, Wersba & Coppola, Fox-Brownie, Ed Gerrick, A. Goodman, Fred Greenberg Dress, Joseph Halpert, Horwitz and Duberman, Junior League Frocks, International Dress, Kaplan & Grabois, Samuel Kass, La Rue Dresses, Mary Lee, Parnis-Levinson, Ben Reig, C.H.D. Robbins, Martin Simon, Herbert Sondheim, Zuckerman & Kraus. Contact: Leonard Gendler, CH. 4-6945.		
Tuesday Feb. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS	LORD AND TAYLOR	EXECUTIVE CONFERENCE ROOM, 11TH FLOOR
	Never miss a Lord and Taylor fashion show. Press strictly by invitation. Publicity: Eleanor Hillebrand, WI. 7-3300.		
Tuesday Feb. 8 Luncheon 1:00 P.M.	MILLINERY LUNCHEON FASHION SHOW	ANITA ANDRA (558 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Press by invitation. Luncheon a la carte. Contact: Anita Andra, PL. 8-1809. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Feb. 8-9 3-6 P.M. Press Preview	EXHIBIT: SCULPTURE AND DRAWINGS, RHYS CAPARN	MRS. JOHANNES STEEL WILDENSTEIN GALLERY	19 EAST 64TH STREET
	Rhys Caparn is a modern sculptor who specializes in animal sculpture and painting. Mrs. Steel is a young artist with a growing reputation. Public opening, Wed., Feb. 9-26, 10 A.M.-5:30 P.M. Wildenstein Gallery: RE. 4-3300.		
Tuesday Feb. 8 4:00 P.M.	COLOR FILM: MEXICO "TEQUILA COCKTAIL" WEARABLES	MARVIN TEXTILE ASSOCIATES	EMPIRE STATE BUILDING ROOM 2415
	A new Audio-Visual motion picture in natural color, introducing a unique merchandising idea, in line with the currently alive Mexican fashion trend. Press showing Tuesday, Feb. 8th, by invitation only. Showings to the retail trade and other merchandise groups by appointment only. Contact: Harold L. Gershel, Director of the Little Theatre, PE. 6-9434.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 8 6:30 P.M.	DINNER MEETING, DISCUSSION AND FUN	INFANTS AND CHILDREN'S WEAR BUYERS ASSOCIATION	NEW YORKER HOTEL PARLOR F & G
	For members and friends, $1.50 per head. Contact: Dorothy Stote, MU.3-3800.		
Tuesday Feb. 8	SPRING AND SUMMER FASHION COLLECTION	TRAINA-NORELL	550 SEVENTH AVENUE
	Traina-Norell, winners of the 1943 Fashion Critics Award, always present an important and inspiring collection. Open to members of the trade. Press not invited. Contact: Traina-Norell, LO. 5-6166.		
Wednesday Feb. 9 10:30 A.M. Forum, 3:30 P.M. Fashion Show	BRIDE'S FORUM & FASHION SHOW	FREDERICK LOESER & BRIDE'S MAGAZINE	5TH FLOOR
	Anticipating Spring "Bridals," Frederick Loeser and Bride's Magazine are prepared to give tips on wedding etiquette, fashions for formal or informal marriages and furlough weddings. Also, bridal living at camp, present day travel, beauty and do's and don'ts for war brides. General and specific data of interest to brides will be informatively discussed by Alexandra Potts of Bride's Magazine. Publicity: Annetta Hart, TR. 5-8100.		
Wednesday Feb. 9 12:30 P.M.	TOMORROW'S PACKAGING DISCUSSED BY COSMETIC DIV.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
	Josephine von Miklos, industrial designer, will talk about "Tomorrow's Packaging" at the next luncheon meeting of The Fashion Group. Open to members and their guests. Luncheon, $1.65 (incl. tip). For reservations, contact: The Fashion Group, Inc., CI. 7-1734.		
Wednesday Feb. 9 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	LANZ OF SALZBURG (668 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	These fashions look ahead to summer and have the carefree gaiety that characterizes Lanz clothes. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday Feb. 10 1:00 P.M. Luncheon	HOSIERY FASHION SHOW	GOTHAM HOSIERY CO.	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
	Presenting the Spring Stocking Story in the usual authoritative Gotham manner. Fashion press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Thursday Feb. 10	OPENING: SPRING WHOLESALE DRESS & SUIT LINE	MILGRIM'S (6 W. 57TH ST.)	6TH FLOOR
	Open to representatives of exclusive, out-of-town distributors of Milgrim's fashions. Publicity: Ruth Waltz, CI. 7-7200.		
Sometime In February	DEMOBILIZATION FASHIONS	MIAMI BEACH LINCOLN ROAD MERCHANTS	MIAMI BEACH, FLORIDA
	Style creators all over the country are bristling into action to establish their locales as fashion centers. That is the plan behind the proposed showing of resort and leisure-wear fashions by Lincoln Road, Miami Beach merchants. Contact: Allan Abess, Lincoln Road Merchants, Assn., Miami Beach, Florida.		
Friday Feb. 11 3:15 P.M.	COOKING SCHOOL: "INTERNATIONAL FOOD FAVORITES"	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
	Miss Elsa Steinberger, dietician of the Brooklyn Union Gas Co., will discuss favorite recipes of different countries. Admission free. Open to public. Press invited. Publicity: Rhoda Friedman, TR. 5-5700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 11 Saturday Feb. 12	BIGGEST DOG SHOW IN THE WORLD	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

The 68th annual show of the Westminster Kennel Club will be held for two days. For the second time "Dogs For Defense, Inc.", the official war dog procurement agency, will be the beneficiary of this show. There will be an Exhibition of Champions and of Best Breeds shown under spotlight, dramatized and presented special certificates. Nine dog clubs are participating under the Westminster Kennel Club auspices. There will be 6 groups for Best in Show. They are the sporting dog, hounds, terriers, working group, toy dogs and non-sporting dogs. More than 50,000 persons are expected to attend this 2 day show. Admission for spectators, $1.65. [redacted] ~~entrants, $5 apiece~~. Press by invitation. Publ.: Mrs. Kelley, PL. 5-8592.

Feb. 12 LINCOLN'S BIRTHDAY (Saturday)

Saturday Feb. 12 2:30 P.M.	ANNUAL BOY SCOUT FLAG PRESENTATION	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 7TH FLOOR

44 Boy Scout Troops organized in 1943 will attend the Flag Presentation by Abraham & Straus at which top officials of Brooklyn Boy Scout organizations and members of the Armed Forces will speak. On Saturday, Feb. 19th, a similar performance will be held for the Brooklyn Girl Scout Troops. Publicity: Emily Adamson, TR. 5-7200.

Feb. 14 ST. VALENTINE'S DAY (Monday)

Monday Feb. 14 1:00 P.M. Luncheon	VALENTINE BRIDAL FASHION SHOW	THE TAILORED WOMAN & VAN CLEEF AND ARPELS	ST. REGIS HOTEL IRIDIUM ROOM

A romantic presentation of bridal fashions, entitled "Mother, Daughter and Diamond Ring", featuring diamond jewelry and gowns for the bride, her mother and grandmother, the bridegroom's mother and the little flower girl. New ways to combine custom-made and ready-to-wear fashions for highly individual weddings. Open to public. Press by invitation. Luncheon from $1.85. Publicity: Charlotte Parker, N. W. Ayer, CI. 6-0200.

Monday Feb. 14 2:30 P.M. Through Mar. 19	EXHIBIT: CENTURY OF POLISH PAINTINGS	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. BALCONY

50 Paintings lent by American collectors, presented through the cooperation of the Polish Government. Press preview, Monday, Feb. 14, 2:30 P.M. Open to public Feb. 16. Publicity: Charlotte Hughes, RH. 4-7690.

Monday Feb. 14 3:00 P.M.	PRESS PREVIEW: SPRING SUIT SHOWING	SAKS 34TH STREET	SUIT DEPARTMENT 4TH FLOOR

A selection of smart Spring Suits. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.

Tuesday Feb. 15 10:30 A.M.	PREWVIEW OF SPRING MILLINERY	HENRI BENDEL	SALON 10 WEST 57TH STREET

Showing of Bendel Hat Originals not to be missed. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.

Tuesday Feb. 15 1:00 P.M. Luncheon	TEEN-AGE STYLE PRESENTATION	JANE ENGEL (1025 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM

A showing of teen-age fashions. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 15 2:30 P.M.	PRESS PREVIEW & PRIVATE MILLINERY SHOWING	LILLY DACHÉ	PENTHOUSE 78 EAST 56TH STREET
	Press strictly by invitation, invited at 2:30; customers show goes on at 5:00. A Daché showing can always be depended upon for surprises and trendmakers. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Feb. 15	MARCH ISSUE FEATURES DALLAS MARKET	WOMEN'S REPORTER	EMPIRE STATE BUILDING
Wednesday Feb. 16 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS AT BREAKFAST	R. H. MACY & CO., INC.	EXECUTIVE DINING ROOM 13TH FLOOR
	A representative collection of Spring Fashions to be reviewed by the press at Breakfast, by invitation. Publicity: Kay Inglis Jones, CH. 4-2000.		
Wednesday Feb. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: "THE YEAR'S AT THE SPRING"	FRANKLIN SIMON & CO. (414 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	A collection of early and late Spring fashions. Open to public. Luncheon a la carte. Press by invitation. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Feb. 16- Apr. 16	OPENING: LARGE EXHIBIT MODERN DRAWINGS	MUSEUM OF MODERN ART & ART INSTITUTE OF CHICAGO	11 WEST 53RD STREET 2ND FLOOR GALLERIES
	This is a very important exhibit including drawings by Cezanne, Picasso, Van Gogh, Renoir, Rodin, Maillol, Matisse, Bellows, Chagall and Tchelitchew. Publicity: Sarah Newmeyer, CI. 5-8900.		
Thursday Feb. 17 11:30 A.M.	PRESS SHOWING: CUSTOM MADE COLLECTION	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
	A small dramatic collection of Spring models especially designed for this showing. Press, by invitation. Contact: Zoé De Salle, PL. 3-0396.		

PRESS OPENINGS OF THE "BIG 6" CUSTOM-MADE COLLECTIONS

The showings of the custom-made Dress Collections of the "Big 6" are open only to those members of the press who have been notified and invited.

Thursday.... Feb. 17	JAY THORPE At 3:00 P.M.	24 WEST 57 ST.	PUBL.: MURROW McCURNIN	CI. 7-4300
Thursday.... Feb. 24	BERGDORF GOODMAN At 5:30 P.M.	754 5TH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday..... Feb. 28	SAKS 5TH AVENUE At 3:00 P.M.	611 5TH AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday..... Feb. 29	MILGRIM'S At 10:30 A.M.	6 WEST 57 ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday... Mar. 1	HATTIE CARNEGIE At 2:30 P.M.	42 EAST 49 ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Thursday.... Mar. 2	BONWIT TELLER At 3:00 P.M.	721 5TH AVE.	PUBL.: JUNE CLARK	EL. 5-6800

Thursday Feb. 17 12:30 P.M. Luncheon	BI-MONTHLY PUBLICISTS' LUNCHEON MEETING	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
	Speakers at this meeting will be announced in the next issue of FASHION CALENDAR. Open to members and their guests. Luncheon $1.50. Publicity: Uriel Davis, CI. 7-6161.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 17 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON	CHEZ ROSETTE (10 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
	Mrs. Pleasants Pennington presents Dresses and Hats for Town and Country. Open to public. Press by invitation. Luncheon $2. Chez Rosette Publicity: Mrs. Pennington, PL. 8-2460. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Saturday Feb. 19- Feb. 26	SEW AND SAVE WEEK	NATIONAL NEEDLECRAFT BUREAU	385 5TH AVENUE
	The 6th annual promotion of piece-goods, patterns and allied notions for the purpose of teaching women how they can care for their own clothes. President, Sew and Save Week, Henry B. Osmer. All leading department stores, store groups, wholesale companies and the Red Cross will take part in this event which is supported by window displays and interior displays in the stores. Contact: National Needlecraft Bureau, LE. 2-4455.		
Monday Feb. 21 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOW	MILGRIM'S (6 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Public will have an early look at pre-Easter Fashions. Press by invitation. Luncheon from $1.85. Milgrim's Publicity: Ruth Waltz, CI. 7-7200. St. Regis Publicity: Mary Alice Rice, Director, Fashion Shows, PL. 3-4500.		
Wednesday Feb. 23 11:30 ~~10~~:00 A.M.	PRESS PREVIEW: CUSTOM-MADE COLLECTION	CHEZ NINON	SALON 785 5TH AVENUE
	The usual attention to detail that goes with a Chez Ninon Collection. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday Feb. 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: SPRING SUIT PICTURE	RUSSEKS 5TH AVENUE AND BUREAU OF FASHION TRENDS	WALDORF ASTORIA HOTEL SERT ROOM
	Tailored and dressmaker suits to show the trend from the man-tailored to the softer, dressmaker suit. Luncheon a la carte. Open to public. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Bureau of Fashion Trends, WI. 7-7476. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Feb. 23 2:30 P.M.	SPECIAL PRESS SHOWING ORIGINAL MILLINERY MODELS	HATTIE CARNEGIE	711 FIFTH AVENUE
	Press strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.		
Thursday Feb. 24 1:00 P.M. Luncheon	UNUSUAL ACCESSORY COLLECTION	GEORG JENSEN (667 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
	Stressing hand bags, gloves, famous Jensen silver jewelry and other fashion innovations. Open to public. Press by invitation. Luncheon $2. Jensen Publicity: Rosemary Sheehan, CO. 5-3147; Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Feb. 24	BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS. See page 5 for details.		
Thursday Feb. 24 3:00 P.M.	FASHION SHOWING OF SPRING SUITS	OPPENHEIM COLLINS	SUIT DEPARTMENT 3RD FLOOR
	A comprehensive picture of stroller suits, cardigans, boleros and others in the spring style scene. Press and public invited. Publicity: Ruth Le Bron, WI. 7-8200.		
Sunday Feb. 27	NEW RATION TOKENS IN EFFECT	O.P.A. ORDER	ALL OVER UNITED STATES
	Hand-bag manufacturers preparing Spring lines are designing purses with space for the new ration tokens which go into effect Feb. 27th. There will be 2 billion ration tokens distributed, dime-size, in plastic and base metal.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Feb. 27 Monday Feb. 28	VICTORY CONGRESS OF BEAUTY AND FASHION	VENIDA ANNUAL HAIR-DRESSERS' CONTEST	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
	At the 13th Annual N. Y. C. Hairdressers' and Cosmetologists' Convention, hairdressers will compete for the best coiffure for women in the Armed Services and war plants. Well-known authorities will judge the winner. 2000 hairdressers expected to attend. A fashion show takes place on Sunday night, Feb. 27. Publicity: Billie Gould, MU. 2-9085.		
Monday Feb. 28 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
	The Lil Picard Collection. Press by invitation. Publicity: Karen Hollis, VO. 5-5900.		
Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS. See page 5 for details.		
Monday Feb. 28 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON	ALICE OROVAN (23 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Open to public. Press by invitation. Luncheon from $1.85. Contact: Alice Orovan, RE. 7-3767. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Feb. 28-Mar. 3	NEW YORK GIFT SHOW	NATIONAL GIFT AND ART ASSOCIATION	PENNYSLVANIA HOTEL NEW YORKER HOTEL
	A wide-range display of available giftwares and decorative accessories. Staged at 2 hotels because of huge crowds anticipated. Buyers and trade invited. George F. Little Management, AS. 4-3161.		
Feb. 29	MILGRIM'S SPRING SHOWING FOR THE PRESS. See page 5 for details.		
Tuesday Feb. 29 1:00 P.M. Luncheon	MILLINERY AT LUNCHEON FASHION SHOW	ERIK OF PARIS (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Erik feels strongly that Green is a leading spring color around which many hats in this collection are designed. Open to public. Press by invitation. Luncheon a la carte. Contact: Erik of Paris, PL. 3-6607. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Feb. 29	NEW INTERIOR DESIGNED BY DOROTHY DRAPER	KERR'S DEPARTMENT STORE	OKLAHOMA CITY, OKLAHOMA
	First time Dorothy Draper, decorator, has designed a store interior. There will be a formal opening ceremony with lots of fanfare. Publicity ~~for Mrs. Draper,~~ Rosemary Sheehan, CO. 5-3147.		
Tuesday Feb. 29, Wednesday Mar. 1	ANNUAL MEETING	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	Program now in preparation; details as soon as speakers and subjects are established. Contact: Chas. Blaine, 1627 K St. N.W., Washington, D.C.		
Mar. 1	HATTIE CARNEGIE'S SPRING SHOWING FOR THE PRESS. See page 5 for details.		
Wednesday Mar. 1 9:30 A.M.	PRESS BREAKFAST & SPRING PREVIEW OF FASHIONS	DE PINNA	650 FIFTH AVENUE
	Selective interpretations of Spring in all Fashion departments. Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Wednesday Mar. 1 1:00 P.M. Luncheon	SPRING FASHIONS SEEN AT LUNCHEON	MIRIAM LANDEY (22 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Day-dresses, suits and coats to be worn for spring will be presented. Open to public. Press by invitation. Luncheon a la carte. Contact: Miriam Landey, RE. 7-1310. Waldorf Publ.: Ted Saucier, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 2	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS. See page 5 for details.		
Thursday Mar. 2 10:30 A.M.	PRESS PREVIEW: SPRING FASHION COLLECTION This is the annual Spring Collection of Bendel Originals. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Monday Mar. 6 1:00 P.M. Luncheon	EASTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon from $1.85. Franklin Simon Publ.: Mildred Kaldor, WI. 7-9600. St. Regis Publ.: M.A. Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 6	EXHIBIT: HIGH SCHOOL ART 12,000 entries of 15 different classifications of art, including oil, charcoal, photography, hand prints and battle front art work, all done by high school students; awards will be given on Monday, Mar. 13th for the best pieces of art. Publicity: Miss Raices, CH. 4-2000.	R.H. MACY & CO., INC. AND SCHOLASTIC MAGAZINE	7TH AVENUE BUILDING 5TH FLOOR
Monday Mar. 6 Mar. 18	42ND ANNUAL TOY FAIR For further information, Contact: Mr. H. D. Clark, GR. 5-6686.	TOY MFRS. ASSN. OF U.S. (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOWROOMS AT 200 5TH AVENUE & 1107 BROADWAY
Tuesday Mar. 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 8 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from $1.85. Contact: Harry Collins, PL. 3-9403. St. Regis Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 13	PUBLICATION DATE: "GOODBYE MR. CHIPPENDALE" This is a first-rate debunking job of antiques, a kind of "Fashion is Spinach" about furniture. Traffic in precious antiques is described as the rubbish heap of Europe, snapped up by us rich Americans. Sure to anger antique dealers, but nevertheless, provocative and forward-looking. Well worth reading. Publicity: Margaret Carson, MU. 2-2055.	ROBSJOHN-GIBBINGS ALFRED KNOPF	ALL BOOK DEPARTMENTS
Monday Mar. 13-Mar. 15 Fashion Show Mar. 14 8:30 P.M.	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories as styled to faces and hair. Open to members of trade and press. Publ.: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	There is always showmanship in a Florell millinery display. Open to public. Press by invitation. Luncheon a la carte. Florell Publicity: Mr. Fredericks, PL. 5-0895; Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Mar. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Between Wednesday Mar. 15-20	MOLYNEUX COLLECTION ADDED TO SPRING ORIGINALS	VILLA-ZIGMUND	18 EAST 50TH STREET
	Contact: Victor Pincus, PL. 8-2014.		
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
	A spring collection featuring careful needlework and exclusive fabrics in custom-made originals and hand-made pure silk blouses. Also, a small collection of ready-to-wear costumes, furs, hats and accessories, all by Stein & Blaine. Open to public. Press by invitation. Luncheon $2. Publicity: Alma Zaiss, PL. 3-1740.		
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND ENTERTAINMENT	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
	This includes a fashion show with models by Charles Armour, William Bloom, Anthony Blotta, I. J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Tickets from $1.10-$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.		
Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Open to public. Press by invitation. Luncheon from $1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.		
Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Spring and Summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publicity: Rosemary Sheehan, CO. 5-3147; Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Thursday Mar. 23 1:00 P.M. Luncheon	ATTRACTIVE SPRING COSTUMES FEATURED	JAY THORPE, INC. (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
	The fashion press and public will review a wonderful collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon, $2. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300; Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday Mar. 29	26TH ANNUAL CONVENTION AND DINNER	NATIONAL KNITTED OUTERWEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH ST.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday.....SPECIAL PREVIEW: "UP IN ARMS" (Movie) NORMANDIE THEATRE, 53RD AT PARK AVE.
Feb. 4 Invitation preview of Samuel Goldwyn's technicolor, "Up In Arms" starring
10:00 A.M. Danny Kaye and Dinah Shore. Publicity: Rutgers Neilson, CO. 5-6500.

Monday.....OPENING: "TAKE IT AS IT COMES", 48TH STREET THEATRE, 157 WEST 48TH STREET
Feb. 7 A new family comedy laid in New Jersey. Costume supervision, Perry Watkins.
8:40 P.M. Publicity: Leo Friedman, LA. 4-5119.

Beginning...PRESENTATION: "DER RING DES NIBELUNGEN", MET. OPERA HOUSE, B'WAY AT 39TH ST.
Tuesday Performance repeated the last 4 evenings in Feb. Under direction of George
Feb. 8 Szell. Cycle will be opened with "Das Rheingold", followed by "Die Walkuere", "Siegfried" and "Goetterdaemmerung" the next three consecutive Tuesdays. Publicity: Constance Hope, PL. 3-3390.

Wednesday...PREMIERE: "THE SULLIVAN'S" (Movie), ROXY THEATRE, 7TH AVE. AT 50TH STREET
Feb. 9 A 20th Century Fox picture with Thomas Mitchell, Selena Royale and Trudy Marshall. Costumes, Rene Hubert. Publ.: Jeannette Sawyer, CI. 6-0950.

Wednesday...PRESENTATION: "LA BOHEME", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
Feb. 9 With Grace Moore, Nino Martini and others. Publ., Constance Hope, PL.3-3390.

Thursday....PRESENTATION: "TALES OF HOFFMAN", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
Feb. 10 With Novotna, Pinza and others. Sir Thomas Beecham conducting. Publicity: Constance Hope, PL. 3-3390.

Thursday....PREMIERE: "THREE RUSSIAN GIRLS" (Movie) PALACE THEATRE, B'WAY AT 47TH ST.
Feb. 10 United Artists presents this new movie starring Anna Sten, Kent Smith and others. Publicity: Lou Pollack, BR. 8-7300.

Thursday....PREMIERE: "SONG OF RUSSIA" (Movie) CAPITOL THEATRE, B'WAY AT 50TH STREET
Feb. 10 MGM's romantic musical picture of before the Nazi invasion of Russia, starring Lt. Robert Taylor and Susan Peters with a costly supporting cast and lots of comic characters. Costumes, Irene. Publ.: Ben Serkowich, CO. 5-1250.

Friday.....OPENING: GILBERT & SULLIVAN REPERTORY, AMBASSADOR THEATRE, 215 WEST 49TH
Feb. 11 First performance, "Mikado". Cast includes Florenz Ames, Robert Pitkin, Roland Partridge and others. Future operettas Mon. Feb. 14-15, "H.M.S. Pinafore" and "Trial by Jury"; Thurs. Feb. 17-18, "Pirates of Penzance" and "Cox and Box"; Mon. Feb. 21, "The Gondoliers"; Tues. Feb. 22, "Iolanthe"; Fri. 25, "Patience". Publicity: C.P.Greneker, CI. 6-9500.

Friday.....PREMIERE: "IN OUR TIME" (Movie) STRAND THEATRE, BROADWAY AT 47TH ST.
Feb. 11 A Warner Bros. war-time picture with Polish background, starring Ida Lupino, Paul Henreid, Nancy Coleman and others. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 5-1000.

Tuesday.....MILLION DOLLAR WAR BOND SHOW ROXY THEATRE, 7TH AVENUE AT 50TH STREET
Feb. 11 Combining all the "in person" stars at Paramount, Music Hall, Strand,
12:00 P.M. State, Capitol and Roxy Theatres plus other Broadway stars, a midnight
Midnight show will be held at the Roxy to raise 4th War Loan Bond Sales. The 6,000 seats in the Roxy Theatre will be given, free, to each purchaser of bonds from $25 and up. Seats at other leading movie theatres will also be available with each bond purchase. Publicity: Homer Harmon, CI. 7-6000.

Wednesday...LECTURE: ANNE O'HARE McCORMICK TOWN HALL, 123 WEST 43RD STREET
Feb. 16 Mrs. McCormick, Editor, N.Y. Times, will talk on "War Today." Mrs. McCormick is one of the Town Hall Wednesday lecturers, in the series of 12. Price for series, $10 or $12. Contact: Town Hall, WI. 7-5800.

Wednesday...PREMIERE: "PASSAGE TO MARSEILLE", (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND
Feb. 16 A Warner Brothers Picture starring Humphrey Bogart, Michele Morgan and Claude Raines. Concerned with the French underground and persons escaped from Devil's Island. Publicity: Eve Siegel, CI. 6-1000.

Monday.....PRESENTATION: "TOSCA" and "CARMEN", N. Y. CITY CENTER, 135 WEST 55TH ST.
Feb. 20 "Tosca" will be sung by Dusolina Giannini and directed by Laszlo Halasz.
Sunday....."Carmen" will be sung by Jennie Tourel. Prices, $1.10-$2.20 top.
Feb. 21 Publicity: Jean Dalrymple, MU. 5-3114.